

An analysis of
ordinary Life Insurance
purchases in the
United States 1978

LIFE INSURANCE BUYING

78

Statistical Services
The American Council of Life Insurance
1850 K Street, N.W.
Washington, D.C. 20006

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This edition of *Life Insurance Buying* is based on the 1978 Buyer Study conducted by the Life Insurance Marketing and Research Association, Hartford, Connecticut. The data present an analysis of ordinary life insurance policies purchased during 1978, disclosing individual characteristics of the persons insured by these policies.

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HIGHLIGHTS AND TRENDS

This edition of *Life Insurance Buying* outlines the characteristics of persons on whose lives ordinary life insurance policies were purchased in 1978. The data were collected by the Life Insurance Marketing and Research Association.* Ordinary life insurance, issued in face amounts of \$1,000 or more, is insurance purchased by individuals, usually through a life insurance agent. It includes both permanent and term insurance and is the most commonly purchased form of life insurance protection in this country, accounting for 69% of life insurance purchases in 1978.

Highlights of the 1978 Survey

- Adult males (for the purpose of this survey, adults are persons 15 years of age or older) accounted for the largest proportion of the total amount of life insurance purchased—76% in 1978. The proportion of the total amount of life insurance issued on women and issued on children was 19% and 5% respectively.
- 59% of the policies issued during 1978 were for men and women between the ages of 20 and 39. This age group also accounted for 70% of the total face value of life insurance issued.
- People in the \$10,000 to \$14,999 income bracket purchased 31% of the policies issued to employed persons.
- The average size policy issued on people in the \$10,000 to \$14,999 income range increased 3% between 1977 and 1978, when the average size policies were \$23,300 and \$24,020, respectively. In the next higher income bracket—\$15,000 to \$24,999—the average size policy increased by 7% from \$32,880 to \$35,150.
- Premiums on 57% of the policies were paid on a monthly basis in 1978. One of three methods are utilized for monthly payments: (1) payment directly to the company (11%), (2) payment through a monthly bank plan by which the bank automatically deducts premiums from the policyholder's account and transmits them to the company (27%), and (3) payment of premiums on a home service basis, with the agent collecting the premiums at the policyholder's home (19%).

* The sample, which was representative of all ordinary policies issued in the United States during the survey year, consisted of 28,966 policies totaling \$681,032,250 issued by 87 companies.

The policies were reported on an issued rather than a paid-for basis; amount figures are based on the initial amount at risk. Excluded are credit insurance, mass-marketed ordinary, single premium policies, annuities without insurance, and all issues arising from term and group conversions and reinsurance.

Six-Year Trends: 1972-1978

- The average size new policy increased from \$13,690 in 1972 to \$23,510 in 1978—up 72%.
- The 1972-1978 comparison confirms the continuing trend to more insurance purchases for women. In 1972 adult female lives accounted for 24% of new policies; in 1978 women accounted for 29% of the policies purchased.
- The average size policy on the life of an adult male increased 71% in six years to \$32,300 in 1978. The average policy issued on adult females exhibited an even greater increase. Between 1972 and 1978 the average policy purchased on women rose 115%, to \$15,550. In 1972 the average woman's new policy was 38% as large as the male's; by 1978 it was 48% as large.
- The trend toward purchasing more term life insurance continued, although permanent insurance is still the type of ordinary insurance most often purchased. Level and decreasing term policies accounted for 18% of all ordinary policies sold in 1978. In 1972 the percentage was 12%. The percentage that level and decreasing term insurance was of the total amount of ordinary purchased in 1972 was 22%; in 1978 it was 38%.

Distribution of Sample

	Percent of Policies	Percent of Amount	Average Size Policy
Male Adults	55%	76%	\$32,300
Female Adults	29	19	15,550
Total Adults	84%	95%	\$26,510
Male Children†	9%	3%	\$ 7,520
Female Children†	7	2	6,600
Total Children†	16%	5%	\$ 7,090
Total Males	64%	79%	\$29,080
Total Females	36	21	13,780
All Buyers	100%	100%	\$23,510
Type of Agent Selling Policy			
Ordinary Agent	70%	85%	\$28,400
Combination Agent	30	15	11,930
All Agents	100%	100%	\$23,510

* In some tables, the average size policy shown will not correspond with those listed here due to "not ascertained" cases in the characteristics.

† Children — Under 15 years of age.

AGE OF INSURED

All Buyers — 1978

Age	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
0	3%	5%	4%	1%	2%	1%
1- 4	4	6	4	1	3	2
5-14	6	9	7	2	4	2
15-19	8	10	9	4	7	4
20-24	19	19	19	14	19	15
25-29	20	16	18	21	21	21
30-34	14	12	13	19	19	19
35-39	10	7	9	16	10	15
40-44	6	5	6	10	6	9
45-54	7	7	7	9	7	9
55 and Older	3	4	4	3	2	3
Total	100%	100%	100%	100%	100%	100%

Age	Average Size Policy		
	Male	Female	Total
0	\$6,860	\$6,240	\$6,560
1- 4	7,560	6,620	7,120
5-14	7,860	6,810	7,380
15-19	13,550	9,190	11,690
20-24	22,240	13,770	19,170
25-29	31,930	18,060	27,580
30-34	39,070	21,850	33,620
35-39	47,020	20,000	38,990
40-44	44,300	15,540	35,330
45-54	37,760	13,330	28,380
55 and Older	27,880	8,140	19,460
Total	\$29,080	\$13,780	\$23,510

OCCUPATION OF INSURED

Adults — 1978

Occupation	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Professional and Semiprofessional .	13%	12%	13%	17%	16%	16%
Executives, Managers and Proprietors ..	21	6	15	31	9	27
Farm Owners and Managers	3	†	2	4	1	4
Clerical and Sales ..	13	27	18	15	26	17
Craftsmen, Foremen and Operatives ...	32	8	24	23	6	19
Service Workers, Unskilled Workers and Armed Forces	11	11	11	7	9	8
Students (Age 15 and over)	7	9	8	3	5	4
Homemakers	-	27	9	-	28	5
Total	100%	100%	100%	100%	100%	100%

Occupation	Average Size Policy		
	Male	Female	Total
Professional and Semiprofessional	\$42,990	\$21,020	\$35,720
Executives, Managers and Proprietors	50,320	27,080	47,400
Farm Owners and Managers	48,010	*	48,020
Clerical and Sales	35,930	15,480	25,380
Craftsmen, Foremen and Operatives	23,280	11,690	21,870
Service Workers, Unskilled Workers and Armed Forces	21,940	12,830	18,720
Students (Age 15 and over)	15,850	9,110	13,170
Homemakers	-	16,040	16,040
Total	\$33,160	\$15,830	\$27,140

† Less than .5%.

*Averages are not shown for fewer than 25 policies.

-Not included under this category.

Note: Those not gainfully employed are excluded from the table.

MARITAL STATUS OF INSURED

Adults — 1978

Marital Status	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Single	25%	28%	26%	15%	22%	16%
Married	72	56	66	82	63	79
Widowed, Divorced or Separated	3	16	8	3	15	5
Total	100%	100%	100%	100%	100%	100%

Marital Status	Average Size Policy		
	Male	Female	Total
Single	\$18,590	\$12,030	\$16,160
Married	37,260	17,710	31,550
Widowed, Divorced or Separated	30,460	14,190	18,660
Total	\$32,300	\$15,550	\$26,510

INCOME OF INSURED

Adults — 1978

Income	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Under \$ 5,000	†	3%	1%	†	2%	†
\$ 5,000-\$ 7,499	5%	25	10	2%	17	4%
\$ 7,500-\$ 9,999	11	26	15	6	21	8
\$ 10,000-\$14,999	32	30	31	22	33	24
\$ 15,000-\$24,999	33	13	28	33	18	31
\$ 25,000-\$49,999	14	2	11	24	7	22
\$ 50,000-\$74,999	3	1	2	7	1	6
\$ 75,000-\$99,999	1	†	1	2	†	2
\$100,000 and Over ..	1	†	1	4	1	3
Total	100%	100%	100%	100%	100%	100%

Income	Average Size Policy		
	Male	Female	Total
Under \$ 5,000	\$12,530	\$10,010	\$10,740
\$ 5,000-\$ 7,499	15,330	12,170	13,350
\$ 7,500-\$ 9,999	19,090	14,110	16,820
\$ 10,000-\$14,999	25,680	19,110	24,020
\$ 15,000-\$24,999	36,590	24,850	35,150
\$ 25,000-\$49,999	65,150	52,190	64,430
\$ 50,000-\$74,999	83,010	*	80,410
\$ 75,000-\$99,999	107,450	*	105,670
\$100,000 and Over	93,870	*	90,000
Total	\$36,580	\$17,470	\$31,570

†Less than .5%.

*Averages are not shown for fewer than 25 policies.

Note: Those not gainfully employed are excluded from the table.

SIZE OF POLICY

All Buyers — 1978

Policy Size	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Under \$ 2,000	3%	6%	4%	†	1%	†
\$ 2,000-\$ 4,999	7	15	10	1%	3	1%
\$ 5,000	9	17	12	1	6	3
\$ 5,001-\$ 9,999	4	5	4	1	3	1
\$ 10,000	17	24	20	6	17	8
\$ 10,001-\$24,999	19	16	17	11	18	12
\$ 25,000-\$49,999	23	12	19	25	26	25
\$ 50,000-\$99,999	11	4	9	22	14	21
\$100,000 and Over ..	7	1	5	33	12	29
Total	100%	100%	100%	100%	100%	100%

Policy Size	Average Size Policy		
	Male	Female	Total
Under \$ 2,000	\$1,110	\$1,060	\$1,080
\$ 2,000-\$ 4,999	2,680	2,600	2,630
\$ 5,000	5,000	5,000	5,000
\$ 5,001-\$ 9,999	7,170	7,120	7,150
\$ 10,000	10,000	10,000	10,000
\$ 10,001-\$24,999	16,950	16,150	16,690
\$ 25,000-\$49,999	30,920	29,310	30,550
\$ 50,000-\$99,999	56,780	55,070	56,520
\$100,000 and Over	130,420	124,830	129,900
Total	\$29,080	\$13,780	\$23,510

†Less than .5%.

SIZE OF POLICY

Adults — 1978

Policy Size	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Under \$ 2,000	2%	5%	3%	†	†	†
\$ 2,000-\$ 4,999	5	13	7	†	2%	1%
\$ 5,000	6	14	9	1%	5	2
\$ 5,001-\$ 9,999	4	6	4	1	3	1
\$ 10,000	16	24	19	5	15	7
\$ 10,001-\$24,999	20	18	20	11	19	12
\$ 25,000-\$49,999	26	14	22	25	27	26
\$ 50,000-\$99,999	13	4	10	23	16	21
\$100,000 and Over ..	8	2	6	34	13	30
Total	100%	100%	100%	100%	100%	100%

Policy Size	Average Size Policy		
	Male	Female	Total
Under \$ 2,000	\$1,140	\$1,030	\$1,080
\$ 2,000-\$ 4,999	2,820	2,660	2,720
\$ 5,000	5,000	5,000	5,000
\$ 5,001-\$ 9,999	7,210	7,150	7,180
\$ 10,000	10,000	10,000	10,000
\$ 10,001-\$24,999	17,000	16,180	16,740
\$ 25,000-\$49,999	31,010	29,500	30,670
\$ 50,000-\$99,999	56,830	55,170	56,580
\$100,000 and Over	130,690	125,120	130,180
Total	\$32,300	\$15,550	\$26,510

† Less than .5%.

TYPE OF POLICY

All Buyers — 1978

Type of Policy	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Straight Life	33%	37%	35%	25%	29%	26%
Limited Payment	12	19	15	5	9	6
Modified Life	5	5	5	4	5	4
Endowment	4	5	4	2	3	2
Retirement Income ...	2	2	2	1	1	1
Level Term	12	7	10	26	15	24
Decreasing Term	11	4	8	15	11	14
Combination Policy ...	9	9	9	10	12	10
Family Plan Policy ...	2	3	2	1	3	2
with Additional						
Term	1	†	1	1	1	1
Regular Policy with						
Family Plan Rider ..	4	5	5	4	5	5
and Additional Term .	2	1	1	3	2	2
Progressive and Other..	3	3	3	3	4	3
Total	100%	100%	100%	100%	100%	100%

Type of Policy	Average Size Policy		
	Male	Female	Total
Straight Life	\$21,650	\$10,810	\$17,390
Limited Payment	11,490	6,610	9,210
Modified Life	22,870	14,470	19,690
Endowment	11,450	8,500	10,200
Retirement Income	14,570	9,640	12,840
Level Term	61,540	30,890	54,130
Decreasing Term	40,590	32,660	39,080
Combination Policy	33,070	17,940	27,540
Family Plan Policy	21,320	14,480	18,310
with Additional Term	37,800	24,890	35,050
Regular Policy with			
Family Plan Rider	27,750	15,560	23,140
and Additional Term	47,060	23,490	40,510
Progressive and Other	31,370	16,960	26,510
Total	\$29,080	\$13,780	\$23,510

†Less than .5%.

TYPE OF POLICY

Adults — 1978

Type of Policy	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Straight Life	33%	39%	35%	24%	29%	25%
Limited Payment	9	14	10	4	7	5
Modified Life	4	4	4	4	5	4
Endowment	3	4	4	1	3	2
Retirement Income ...	2	2	2	1	1	1
Level Term	14	8	12	27	16	24
Decreasing Term	13	6	10	16	12	15
Combination Policy ...	9	9	9	10	12	10
Family Plan Policy ...	2	3	2	1	3	2
with Additional						
Term	1	†	1	1	1	1
Regular Policy with						
Family Plan Rider ..	5	6	6	5	6	5
and Additional Term .	2	2	2	3	2	3
Progressive and Other .	3	3	3	3	3	3
Total	100%	100%	100%	100%	100%	100%

Type of Policy	Average Size Policy		
	Male	Female	Total
Straight Life	\$23,510	\$11,400	\$18,860
Limited Payment	15,240	7,810	11,850
Modified Life	26,980	17,790	23,830
Endowment	13,260	9,980	11,940
Retirement Income	14,640	9,670	12,880
Level Term	63,230	32,440	55,990
Decreasing Term	40,590	32,660	39,080
Combination Policy	36,450	19,880	30,650
Family Plan Policy	21,320	14,480	18,310
with Additional			
Term	37,800	24,890	35,050
Regular Policy with			
Family Plan Rider	27,750	15,560	23,140
and Additional Term	47,060	23,490	40,510
Progressive and Other	35,880	20,210	31,000
Total	\$32,300	\$15,550	\$26,510

†Less than .5%.

MODE OF PREMIUM PAYMENT

All Buyers — 1978

Mode of Premium Payment	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Annual ⁽¹⁾	21%	16%	19%	27%	20%	26%
Semiannual ⁽²⁾	6	5	6	7	6	7
Quarterly ⁽³⁾	12	12	12	11	12	11
Monthly.....	12	9	11	13	33	13
Monthly Bank Plans.....	28	26	27	33	5	32
Salary Savings.....	5	5	5	5	12	5
Monthly Debit.....	15	26	19	4	10	6
Weekly Debit ⁽⁴⁾	1	1	1	†	†	†
Total.....	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	Average Size Policy		
	Male	Female	Total
Annual ⁽¹⁾	\$38,380	\$18,190	\$32,300
Semiannual ⁽²⁾	31,390	15,640	23,180
Quarterly ⁽³⁾	27,990	13,150	22,390
Monthly.....	31,910	18,300	27,860
Monthly Bank Plans.....	33,090	17,600	27,820
Salary Savings.....	25,000	13,140	20,690
Monthly Debit.....	8,450	6,250	7,350
Weekly Debit ⁽⁴⁾	3,010	2,560	2,770
Total.....	\$29,080	\$13,780	\$23,510

† Less than .5%.

(1) Includes a small amount of annual bank plan payments.

(2) Includes a small amount of semiannual bank plan payments.

(3) Includes a small amount of quarterly bank plan payments.

(4) Includes a small amount of weekly bank plan payments.

MODE OF PREMIUM PAYMENT

Adults — 1978

Mode of Premium Payment	Percent of Policies			Percent of Amount		
	Male	Female	Total	Male	Female	Total
Annual ⁽¹⁾	21%	15%	19%	27%	20%	26%
Semiannual ⁽²⁾	6	5	6	7	6	7
Quarterly ⁽³⁾	12	13	12	11	12	11
Monthly.....	13	10	12	14	13	13
Monthly Bank Plans.....	30	27	29	33	33	33
Salary Savings.....	5	5	5	4	5	5
Monthly Debit.....	13	24	17	4	11	5
Weekly Debit ⁽⁴⁾	†	1	†	†	†	†
Total.....	100%	100%	100%	100%	100%	100%

Mode of Premium Payment	Average Size Policy		
	Male	Female	Total
Annual ⁽¹⁾	\$42,540	\$20,820	\$36,510
Semiannual ⁽²⁾	35,580	18,450	30,340
Quarterly ⁽³⁾	30,480	14,180	24,500
Monthly.....	33,320	19,820	29,520
Monthly Bank Plans.....	35,590	19,350	30,340
Salary Savings.....	26,910	14,100	22,460
Monthly Debit.....	10,040	7,100	8,570
Weekly Debit ⁽⁴⁾	3,450	2,640	3,030
Total.....	\$32,300	\$15,550	\$26,510

† Less than .5%.

(1) Includes a small amount of annual bank plan payments.

(2) Includes a small amount of semiannual bank plan payments.

(3) Includes a small amount of quarterly bank plan payments.

(4) Includes a small amount of weekly bank plan payments.

TYPE OF POLICY

Adults by Age, Sex, and Marital Status — 1978

Percent of Policies

Type of Policy	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Straight Life	39%	43%	26%	25%	42%
Limited Payment	19	15	7	5	6
Modified Life	13	6	4	3	3
Endowment	8	8	3	2	1
Retirement Income	2	3	1	1	3
Level Term	7	8	8	18	17
Decreasing Term	1	5	10	18	16
Combination Policy	8	7	11	11	6
Family Plan Policy	†	†	7	3	1
with Additional Term	-	†	3	1	†
Regular Policy with Family Plan Rider	†	1	13	7	2
and Additional Term	-	1	5	3	†
Progressive and Other	3	3	2	3	3
Total	100%	100%	100%	100%	100%

Type of Policy	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Straight Life	34%	39%	34%	35%	56%
Limited Payment	24	14	14	9	15
Modified Life	11	4	4	3	3
Endowment	6	7	3	3	2
Retirement Income	1	2	1	1	4
Level Term	7	5	7	13	6
Decreasing Term	†	5	5	10	3
Combination Policy	11	9	11	11	6
Family Plan Policy	1	4	6	4	1
with Additional Term	†	†	1	†	-
Regular Policy with Family Plan Rider	2	7	8	7	2
and Additional Term	1	2	2	1	†
Progressive and Other	2	2	4	3	2
Total	100%	100%	100%	100%	100%

† Less than .5%.

- Not included under this category.

TYPE OF POLICY

Adults by Age, Sex, and Marital Status — 1978

Percent of Amount

Type of Policy	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Straight Life	40%	36%	19%	18%	32%
Limited Payment	13	9	4	3	3
Modified Life	14	6	4	2	3
Endowment	7	5	1	†	†
Retirement Income	1	1	†	1	1
Level Term	12	20	11	30	31
Decreasing Term	1	9	14	18	17
Combination Policy	8	8	14	12	7
Family Plan Policy	†	†	6	2	†
with Additional Term	-	†	5	1	†
Regular Policy with Family Plan Rider	†	1	13	6	2
and Additional Term	-	1	7	4	1
Progressive and Other ..	4	4	2	3	3
Total	100%	100%	100%	100%	100%

Type of Policy	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Straight Life	32%	28%	24%	24%	47%
Limited Payment	17	9	9	4	5
Modified Life	14	6	4	3	4
Endowment	6	5	2	1	1
Retirement Income	1	2	1	1	2
Level Term	8	11	12	24	17
Decreasing Term	†	10	11	17	7
Combination Policy	13	12	15	11	10
Family Plan Policy	1	4	5	3	1
with Additional Term	1	1	1	1	-
Regular Policy with Family Plan Rider	2	7	8	6	2
and Additional Term ..	2	3	4	1	†
Progressive and Other ..	3	2	4	4	4
Total	100%	100%	100%	100%	100%

† Less than .5%.

- Not included under this category.

TYPE OF POLICY

Adults by Age, Sex, and Marital Status — 1978

Average Size Policy

Type of Policy	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Straight Life	\$13,300	\$18,910	\$18,130	\$27,520	\$29,840
Limited Payment	8,390	13,500	13,540	20,460	20,420
Modified Life	13,780	22,690	21,310	39,370	45,530
Endowment	10,510	14,470	11,090	14,970	9,800
Retirement Income	*	12,000	*	18,330	15,070
Level Term	20,280	53,090	37,040	68,320	73,060
Decreasing Term	*	38,430	34,990	41,380	41,970
Combination Policy	11,310	25,080	31,720	42,120	48,460
Family Plan Policy	*	*	19,560	23,420	*
with Additional Term	-	*	38,090	36,830	*
Regular Policy with Family Plan Rider ...	*	21,000	24,830	30,490	21,860
and Additional Term ..	-	*	40,320	50,320	*
Progressive and Other ..	19,140	28,680	26,710	40,440	46,740
Total	\$12,760	\$22,530	\$25,140	\$39,750	\$39,710

Type of Policy	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Straight Life	\$8,260	\$10,230	\$10,590	\$14,440	\$11,400
Limited Payment	6,140	8,430	9,430	9,800	4,510
Modified Life	10,500	20,180	15,390	23,670	22,200
Endowment	8,820	10,780	8,250	10,350	7,800
Retirement Income	*	9,630	*	14,000	6,520
Level Term	10,610	31,520	23,570	38,010	37,770
Decreasing Term	*	28,000	31,070	36,640	27,970
Combination Policy	10,580	19,000	20,750	22,910	22,880
Family Plan Policy	*	15,740	13,410	14,070	*
with Additional Term	*	*	*	*	-
Regular Policy with Family Plan Rider ...	*	13,960	15,210	18,480	*
and Additional Term ..	*	24,140	21,030	25,600	*
Progressive and Other ..	*	18,500	16,830	24,030	*
Total	\$8,690	\$14,030	\$14,850	\$21,150	\$13,570

* Averages are not shown for fewer than 25 policies.
 - Not included under this category.

INCOME OF INSURED

Adults by Age, Sex, and Marital Status — 1978

Percent of Policies

Income	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Under \$ 5,000	1%	1%	†	†	†
\$ 5,000-\$ 7,499	12	9	8%	2%	2%
\$ 7,500-\$ 9,999	14	15	20	6	4
\$10,000-\$14,999	9	32	43	31	18
\$15,000-\$24,999	2	21	22	40	33
\$25,000 and Over	†	8	3	20	38
Unemployed	62	14	4	1	5
Total	100%	100%	100%	100%	100%

Income	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Under \$ 5,000	3%	2%	2%	1%	1%
\$ 5,000-\$ 7,499	16	19	16	10	10
\$ 7,500-\$ 9,999	7	22	17	11	11
\$10,000-\$14,999	3	25	12	19	13
\$15,000-\$24,999	†	10	4	9	8
\$25,000 and Over	†	2	1	2	3
Unemployed	71	20	48	48	54
Total	100%	100%	100%	100%	100%

† Less than .5%.

INCOME OF INSURED

Adults by Age, Sex, and Marital Status — 1978

Percent* of Amount

Income	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Under \$ 5,000	1%	†	†	†	†
\$ 5,000-\$ 7,499	12	5%	6%	1%	†
\$ 7,500-\$ 9,999	15	10	16	3	1%
\$10,000-\$14,999	14	26	43	22	9
\$15,000-\$24,999	3	26	28	38	24
\$25,000 and Over	†	22	4	35	65
Unemployed	55	11	3	1	1
Total	100%	100%	100%	100%	100%

Income	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Under \$ 5,000	3%	1%	1%	1%	1%
\$ 5,000-\$ 7,499	20	14	14	8	6
\$ 7,500-\$ 9,999	9	19	20	9	8
\$10,000-\$14,999	3	29	15	20	16
\$15,000-\$24,999	†	16	6	12	11
\$25,000 and Over	1	8	1	5	9
Unemployed	64	13	43	45	49
Total	100%	100%	100%	100%	100%

† Less than .5%.

INCOME OF INSURED

Adults by Age, Sex, and Marital Status — 1978

Average Size Policy

Income	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Under \$ 5,000	*	*	*	*	*
\$ 5,000-\$ 7,499	\$12,570	\$12,550	\$19,740	\$21,620	\$11,130
\$ 7,500-\$ 9,999	14,090	15,790	21,880	23,860	13,860
\$10,000-\$14,999	20,300	19,240	26,730	30,020	20,710
\$15,000-\$24,999	*	30,890	33,200	40,610	30,530
\$25,000 and Over	*	67,120	39,810	73,940	72,340
Unemployed	11,420	17,820	23,110	32,000	10,440
Total	\$12,910	\$24,140	\$26,870	\$42,470	\$42,700

Income	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Under \$ 5,000	*	\$ 8,050	*	*	*
\$ 5,000-\$ 7,499	\$10,930	10,420	\$12,820	\$18,330	\$ 8,100
\$ 7,500-\$ 9,999	11,850	12,490	16,780	18,050	10,650
\$10,000-\$14,999	*	17,020	18,170	23,930	16,770
\$15,000-\$24,999	*	23,780	24,640	28,620	19,310
\$25,000 and Over	*	63,330	*	45,850	40,090
Unemployed	7,870	9,370	13,210	20,400	12,590
Total	\$8,750	\$14,550	\$14,800	\$21,890	\$13,840

* Averages not shown for fewer than 25 policies.

OCCUPATION OF INSURED

Adults by Age, Sex, and Marital Status — 1978

Percent of Policies

Occupation	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Professional and Semiprofessional	1%	11%	7%	17%	14%
Executives, Managers and Proprietors	2	16	13	23	34
Farm Proprietors and Managers	2	2	3	3	5
Clerical and Sales	7	15	12	14	13
Craftsmen, Foremen and Operatives	22	32	47	33	25
Laborers and Others ⁽¹⁾ ...	11	13	15	9	9
Students (Age 15 and Over)	55	11	3	1	†
Homemakers	-	-	-	-	-
Total	100%	100%	100%	100%	100%

Occupation	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Professional and Semiprofessional	1%	14%	9%	16%	9%
Executives, Managers and Proprietors	1	7	3	5	8
Farm Proprietors and Managers	†	†	-	†	†
Clerical and Sales	18	33	30	23	22
Craftsmen, Foremen and Operatives	6	12	7	6	8
Laborers and Others ⁽¹⁾ ...	9	20	7	6	7
Students (Age 15 and Over)	64	6	3	1	†
Homemakers	1	8	41	43	46
Total	100%	100%	100%	100%	100%

† Less than .5%.

- Not included under this category.

(1) Excludes others unemployed.

OCCUPATION OF INSURED

Adults by Age, Sex, and Marital Status — 1978

Percent of Amount

Occupation	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Professional and Semiprofessional	1%	13%	8%	20%	17%
Executives, Managers and Proprietors	3	26	15	31	47
Farm Proprietors and Managers	3	4	3	4	7
Clerical and Sales	9	16	12	15	14
Craftsmen, Foremen and Operatives	24	24	45	23	11
Laborers and Others ⁽¹⁾ ...	11	8	14	7	4
Students (Age 15 and Over)	49	9	3	†	†
Homemakers	-	-	-	-	-
Total	100%	100%	100%	100%	100%

Occupation	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Professional and Semiprofessional	1%	18%	12%	19%	11%
Executives, Managers and Proprietors	1	11	4	9	17
Farm Proprietors and Managers	1	1	-	†	1
Clerical and Sales	21	33	32	21	20
Craftsmen, Foremen and Operatives	7	10	7	4	4
Laborers and Others ⁽¹⁾ ...	10	17	7	5	4
Students (Age 15 and Over)	58	5	2	1	†
Homemakers	1	5	36	41	43
Total	100%	100%	100%	100%	100%

† Less than .5%.

- Not included under this category.

(1) Excludes others unemployed.

OCCUPATION OF INSURED

Adults by Age, Sex, and Marital Status — 1978

Average Size Policy

Occupation	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Professional and Semiprofessional	*	\$28,480	\$27,100	\$46,790	\$51,830
Executives, Managers and Proprietors	\$16,810	38,180	31,420	53,540	58,020
Farm Proprietors and Managers	*	34,190	26,660	57,330	55,920
Clerical and Sales	16,760	24,780	26,240	42,960	43,230
Craftsmen, Foremen and Operatives	13,800	17,150	24,230	28,280	18,720
Laborers and Others ⁽¹⁾ ..	13,130	14,520	22,960	29,270	19,410
Students (Age 15 and Over)	11,540	19,630	24,040	41,240	*
Homemakers	-	-	-	-	-
Total	\$12,900	\$23,220	\$25,440	\$40,400	\$41,980

Occupation	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
Professional and Semiprofessional	*	\$18,250	\$18,570	\$25,790	\$17,340
Executives, Managers and Proprietors	*	23,250	22,540	32,530	29,910
Farm Proprietors and Managers	*	*	-	*	*
Clerical and Sales	\$10,280	14,310	15,760	19,970	12,730
Craftsmen, Foremen and Operatives	10,630	11,300	15,350	14,120	6,590
Laborers and Others ⁽¹⁾ ..	9,820	12,330	14,060	18,000	7,760
Students (Age 15 and Over)	7,890	11,620	11,000	*	*
Homemakers	*	9,440	13,400	20,420	12,910
Total	\$8,790	\$14,330	\$14,990	\$21,370	\$13,870

* Averages not shown for fewer than 25 policies.

- Not included under this category.

(1) Excludes others unemployed.

SIZE OF POLICY

Adults by Age, Sex, and Marital Status — 1978

Percent of Policies

Policy Size	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
\$ 1,000 and Under	3%	2%	†	†	2%
\$ 1,001-\$ 1,999	1	1	†	1%	2
\$ 2,000-\$ 4,999	9	6	2%	2	9
\$ 5,000	14	8	4	3	7
\$ 5,001-\$ 9,999	3	4	4	3	5
\$10,000	38	23	17	11	11
\$10,001-\$24,999	18	23	28	19	16
\$25,000-\$49,999	12	21	34	32	18
\$50,000-\$99,999	1	7	9	18	16
\$100,000 and Over	1	5	2	11	14
Total	100%	100%	100%	100%	100%

Policy Size	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
\$ 1,000 and Under	3%	5%	1%	1%	8%
\$ 1,001-\$ 1,999	1	1	†	1	3
\$ 2,000-\$ 4,999	17	12	6	7	29
\$ 5,000	22	13	15	11	17
\$ 5,001-\$ 9,999	4	7	6	6	5
\$10,000	37	24	30	22	13
\$10,001-\$24,999	12	21	23	19	9
\$25,000-\$49,999	4	13	16	22	8
\$50,000-\$99,999	†	3	2	8	5
\$100,000 and Over	†	1	1	3	3
Total	100%	100%	100%	100%	100%

† Less than .5%.

SIZE OF POLICY

Adults by Age, Sex, and Marital Status — 1978

Percent of Amount

Policy Size	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
\$ 1,000 and Under	†	†	†	†	†
\$ 1,001-\$ 1,999	†	†	†	†	†
\$ 2,000-\$ 4,999	2%	1%	†	†	†
\$ 5,000	6	2	1%	†	1%
\$ 5,001-\$ 9,999	1	1	1	1%	1
\$10,000	29	10	7	3	3
\$10,001-\$24,999	23	17	19	8	7
\$25,000-\$49,999	25	27	42	26	14
\$50,000-\$99,999	6	17	21	26	22
\$100,000 and Over	8	25	9	36	52
Total	100%	100%	100%	100%	100%

Policy Size	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
\$ 1,000 and Under	†	†	†	†	1%
\$ 1,001-\$ 1,999	†	†	†	†	†
\$ 2,000-\$ 4,999	5%	2%	1%	1%	6
\$ 5,000	12	5	5	3	6
\$ 5,001-\$ 9,999	4	4	3	2	2
\$10,000	43	17	20	10	9
\$10,001-\$24,999	22	24	25	15	11
\$25,000-\$49,999	11	28	31	31	18
\$50,000-\$99,999	2	11	9	22	19
\$100,000 and Over	1	9	6	16	28
Total	100%	100%	100%	100%	100%

† Less than .5%.

SIZE OF POLICY

Adults by Age, Sex, and Marital Status — 1978

Average Size Policy

Policy Size	Men				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
\$ 1,000 and Under	\$ 970	\$ 900	*	*	\$ 840
\$ 1,001-\$ 1,999	*	*	*	\$ 1,450	1,450
\$ 2,000-\$ 4,999	2,580	2,760	\$ 2,720	3,080	2,850
\$ 5,000	5,000	5,000	5,000	5,000	5,000
\$ 5,001-\$ 9,999	7,020	7,140	7,290	7,290	7,170
\$10,000	10,000	10,000	10,000	10,000	10,000
\$10,001-\$24,999	16,160	16,560	17,130	17,390	16,910
\$25,000-\$49,999	26,630	28,400	31,570	32,060	30,740
\$50,000-\$99,999	*	54,150	58,040	57,540	55,980
\$100,000 and Over	*	126,010	115,360	127,400	140,140
Total	\$12,760	\$ 22,540	\$ 25,140	\$ 39,750	\$ 39,710

Policy Size	Women				
	Unmarried		Married		
	Age 15-19	Age 20 and over	Age 15-24	Age 25-39	Age 40 and over
\$ 1,000 and Under	\$ 980	\$ 860	*	*	\$ 880
\$ 1,001-\$ 1,999	*	1,490	*	*	1,440
\$ 2,000-\$ 4,999	2,520	2,660	\$ 2,670	\$ 2,810	2,630
\$ 5,000	5,000	5,000	5,000	5,000	5,000
\$ 5,001-\$ 9,999	7,290	7,240	6,970	7,240	6,740
\$10,000	10,000	10,000	10,000	10,000	10,000
\$10,001-\$24,999	15,680	16,120	16,410	16,290	16,030
\$25,000-\$49,999	25,800	29,400	29,450	29,780	29,670
\$50,000-\$99,999	*	55,570	54,710	55,320	54,270
\$100,000 and Over	*	137,200	*	117,250	129,570
Total	\$ 8,690	\$ 14,030	\$ 14,850	\$ 21,150	\$ 13,570

* Averages not shown for fewer than 25 policies.